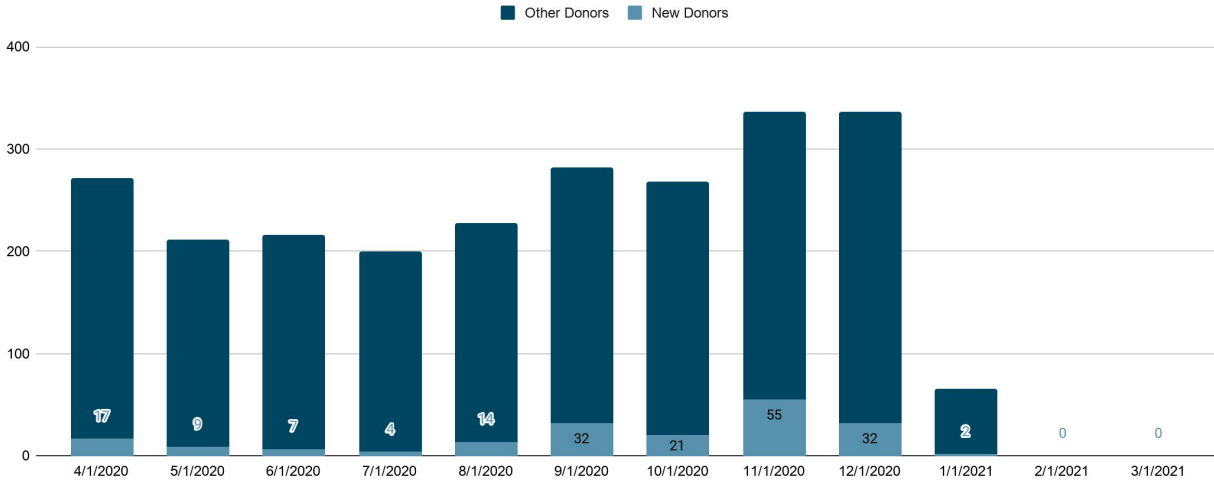




Who else are my new Donors?

New Donors: Secondary Persona



Secondary Persona

Gender	F (75%)	M (25%)
Age	25-34 (100%)	
Education	Bach Degree (12.5%)	
Home Ownership	Likely Renter (100%)	
Marital Status	Married (25%)	Non-Traditional (12.5%)
Industry		
Political Affiliation	Non-Partisan (100%)	
Religious Affiliation		
DMA	INDIANAPOLIS (25%)	EVANSVILLE (25%)
Outreach Channel	SMS (100%)	
Interests	Woodworking	Photography
	Median Household Income	\$29,154
	Median Home Value	\$183,645

Top Donation Types

1 Donation	\$164
2 Soft Credit	\$72
3 Recurring Donation Schedule	\$46
4 Recurring Donation Payment	\$21

Top Methods of Acquisition

1 Wishlist	50.00%
2 Staff Funding	25.00%
3 General Fund	12.50%
4 Events	12.50%

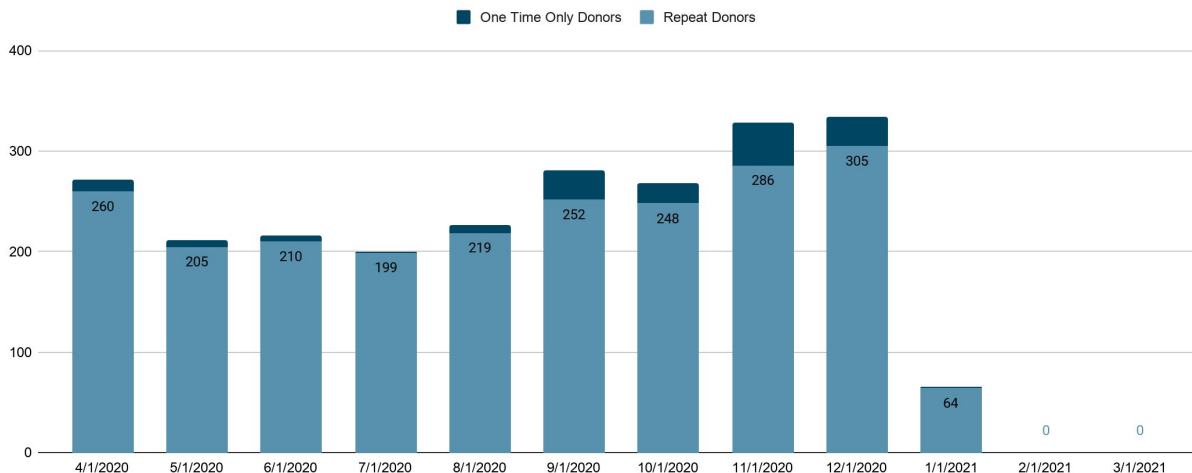
Top Lookalike DMAs

- 1 GREENWOOD DMA
- 2 MADISON DMA
- 3 EL PASO DMA
- 4 MILWAUKEE DMA
- 5 HARL/WESL/BRNSVL DMA



Who else are my repeat Donors?

Repeat Donors: Secondary Persona



Secondary Persona

Gender	F (80%)	M (20%)
Age	65+ (53.3%)	55-64 (20%)
Education	Bach Degree (40%)	HS Diploma (33.3%)
Home Ownership	Likely Homeowner (60%)	Likely Renter (33.3%)
Marital Status	Married (20%)	
Industry	Other_occupation (100%)	
Political Affiliation	Republican (100%)	
Religious Affiliation	Christian (100%)	
DMA	INDIANAPOLIS (53.3%)	WICHITA/HUTCHINS (6.7%)
Outreach Channel	Phone (53.3%)	Email (20%)
Interests	Musical_Instruments	Sewing_Knitting
	Median Household Income	\$63,000
	Median Home Value	\$137,500

Top Donation Types

1 Donation	\$17,947
2 Recurring Donation Payment	\$2,502
3 Soft Credit	\$1,255
4 Recurring Donation Schedule	\$250

Top Methods of Acquisition

1 Short-term	20.00%
2 Gift Bank - Online	20.00%
3 Walk/Run	6.70%
4 Staff Funding	6.70%
5 Gift Bank - Other	6.70%

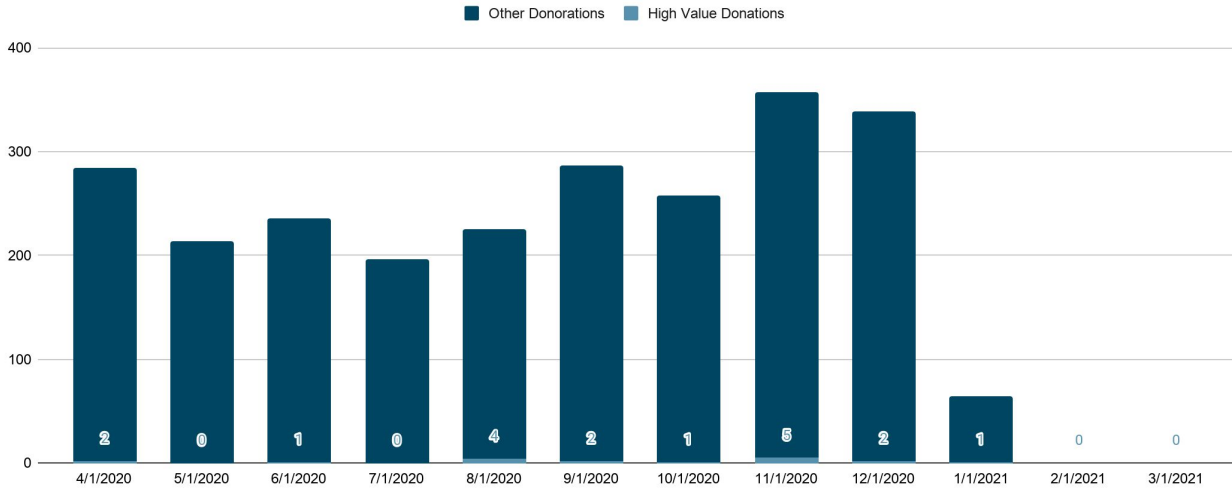
Top Lookalike DMAs

- ZANESVILLE DMA
- ERIE DMA
- MANKATO DMA
- JOHNSTWN/ALTOONA DMA
- LIMA DMA



Who else are my High Value Donors (top 25%)?

High Value Donors: Secondary Persona



Secondary Persona

Gender	M (66.7%)	F (33.3%)
Age	45-54 (25%)	35-44 (25%)
Education	Grad Degree (41.7%)	Some College (25%)
Home Ownership	Likely Homeowner (100%)	
Marital Status	Non-Traditional (8.3%)	
Industry	Medical (33.3%)	Management (8.3%)
Political Affiliation	Republican (58.3%)	Democrate (25%)
Religious Affiliation	Christian (66.7%)	Jewish (16.7%)
DMA	INDIANAPOLIS (66.7%)	LITTLE ROCK (8.3%)
Outreach Channel	SMS (33.3%)	Email (33.3%)
Interests	Scuba_Diving	Smoking
	Median Household Income	\$75,000
	Median Home Value	\$173,900

Top Donation Types

1 Donation	\$220,824
2 Recurring Donation Payment	\$25,000
3 Soft Credit	\$22,216
4 Pledge	\$16,762
5 Pledge Payment	\$5,308

Top Methods of Acquisition

1 Short-term	16.70%
2 Wishlist	16.70%
3 Events	16.70%
4 Walk/Run	8.30%
5 Staff Funding	8.30%

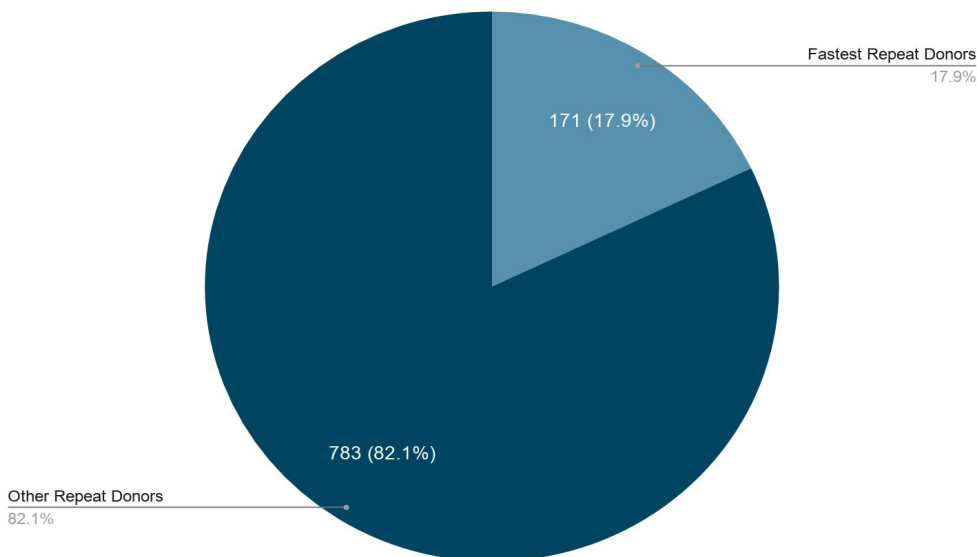
Top Lookalike DMAs

- 1 OMAHA DMA
- 2 MINN/ST. PAUL DMA
- 3 LINC/HAST/KEARN DMA
- 4 FT. WAYNE DMA
- 5 MANKATO DMA



Who else are my fastest repeat Donors (top 25%)?

Fastest Repeat Donors: Secondary Persona



Secondary Persona

Gender	F (65.4%)	M (34.6%)
Age	45-54 (23.1%)	35-44 (23.1%)
Education	Bach Degree (26.9%)	HS Diploma (23.1%)
Home Ownership	Likely Homeowner (73.1%)	Likely Renter (19.2%)
Marital Status	Married (46.2%)	Non-Traditional (3.8%)
Industry	Medical (11.5%)	Skilled Trades (3.8%)
Political Affiliation	Non-Partisan (100%)	
Religious Affiliation	Christian (42.3%)	Hindu (3.8%)
DMA	INDIANAPOLIS (57.7%)	ATLANTA (11.5%)
Outreach Channel	SMS (34.6%)	Email (34.6%)
Interests	Scuba_Diving	Smoking
Median Household Income		\$18,000
Median Home Value		\$475,384

Top Donation Types

1 Donation	\$104,525
2 Recurring Donation Payment	\$59,254
3 Recurring Donation Schedule	\$5,205
4 Soft Credit	\$334

Top Methods of Acquisition

1 Short-term	15.40%
2 Staff Funding	11.50%
3 Building	11.50%
4 Walk/Run	7.70%
5 Wishlist	7.70%

Top Lookalike DMAs

- 1 WEST PALM BEACH DMA
- 2 NASHVILLE DMA
- 3 ORLANDO/DAYT BCH DMA
- 4 ATLANTA DMA
- 5 GAINESVILLE DMA